

Full Execution Action Plan

Total project duration:

6 months (with the first 30 days as the foundation phase)

Tasks Provided By GEORISE MEDIA

- Logo Rebranding & Visual Identity
- Social Media Management
- Content Creation (Copy, Design & Motion)
- Photoshoot & Video Production Preparation
- Paid Ad Creatives (META + Google + LinkedIn)
- Google Ads Setup & Optimization
- LinkedIn Content & Ads-
- Website Maintenance, App Audit & UX Optimization
- Marketing Strategy & Planning



Logo Rebranding & Visual Identity

10–7 days

Steps

Brand Discovery / Creative Direction / Logo Execution

Brand Discovery : 2/3 Days

Creative Direction: 2/3 Days

Logo Execution: 3/4 Days



Website Maintenance, App Audit & UX Optimization

Logo Rebranding must be completed before the visual identity is applied.
(MUST be done BEFORE ads begin)

Steps

Technical Audit (FINWISE)

UX Audit / (FINWISE x GEORISE)

Conversion Optimization / (FINWISE x GEORISE)

UX UI / Improvement

Speed, bugs, broken pages, tracking issues.

Mobile responsiveness.

User journey mapping (Recruiter / Candidate / Trainer).

Improve sign-up flow.



Marketing Strategy & Planning

FINWISE X GEORISE

Steps

Define goals (downloads, CV enhancements, recruiter leads, course sales...).

Define KPIs for Meta / Google / LinkedIn.

Build –6month roadmap.

Create targeting structure.

Design funnel system: TOF / MOF / BOF

Align a promotional planbudgeting



Photoshoot & Video Production Preparation

5–7 days

Logo Rebranding, content Strategy must be completed before

Steps

Script Preparation

props & location planning

Execution Day

Editing & delivery

Alternative Plan to be Discussed (AI Content Creation)



Social Media Management

*Logo Rebranding must be completed before the visual identity is applied.
Website Fully Ready.*

Setup Phase (2 to 3 Days) / Execution Phase (Monthly)

Define content pillars for Finwise
Creatives execution
English + Arabic tone of voice setup.
Social media calendar & monthly schedule.
Engagement monitoring.



Paid Ad Creatives (META + Google + LinkedIn)

5–7 days

*visual identity must be completed before + Content strategy + Content production
Website Fully Ready, tested.*

Setup Phase (2 to 3 Days) / Execution Phase (Monthly)

Creative concepts

Ad copies EN/AR

Designing static & video ads

A/B testing variations



Google Ads Setup & Optimization

8–12 days

Dep: Website Audit + Conversion Tracking Setup

Setup Phase (2 to 3 Days) / search scraping mapping (3 to 5 days)
Execution Phase (Monthly)

Keyword research + competitor research

Campaign Structure

Landing page review & optimization

Launch + weekly optimization (ongoing)



LinkedIn Content & Ads

5–7 days

Dep: Branding + Social Media Strategy

Setup Phase (2 to 3 Days) / Execution Phase (Monthly)

Content roadmap focused on recruiters + trainers

Thought-leadership content creation

Creative concepts

English + Arabic tone of voice setup.

Ads setup & targeting



NOTES

All tasks will be reviewed and approved in advance before the start of each month to ensure alignment on who will handle each item whether executed by Georise or Finwise.

In addition, the full content calendar, promotional plan, and budgeting will be approved at least 15 days prior to the beginning of the month.”

